

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 - 14. Cancelled

15. (Currently Amended) A process for the preparation of adhesives exhibiting improved adhesion, said process comprising:

- a) emulsion polymerizing, in the presence of water and polyvinyl alcohol, one or more monomers selected from the group consisting of vinyl esters of optionally branched C₁₋₁₂ carboxylic acids, (meth)acrylic esters of C₁₋₁₂ optionally branched alcohols, vinyl aromatic compounds, vinyl halides, dienes, and α -olefins to form an aqueous polymer dispersion containing from 20 to 75 weight percent polymer solids based on the weight of the dispersion;
- b) following said step of emulsion polymerizing, adding to said aqueous polymer dispersion from 0.3 % to ~~[[3.0]]~~ 1.5 % by weight based on the weight of the aqueous polymer dispersion of one or more emulsifiers selected from the group consisting of anionic emulsifiers, cationic emulsifiers, and non-ionic emulsifiers selected from the group consisting of alkyl polyglycol ethers, alkylaryl polyglycol ethers, polyoxyethylene-polyoxypropylene block copolymer glycols having less than 40 alkylene oxide-derived units, and mixtures thereof, to form an aqueous adhesive polymer dispersion;
- c) optionally drying said aqueous adhesive polymer dispersion to form a water-redispersible adhesive powder.

16. (Previously Presented) The process of claim 15, wherein said one or more monomers comprise vinyl acetate; vinyl acetate and ethylene with from 40 to 99% by

weight of vinyl acetate and an ethylene content of from 1 to 60% by weight; ethylene and vinyl chloride with an ethylene content of from 1 to 40% by weight and a vinyl chloride content of from 50 to 90% by weight; vinyl acetate and further vinyl esters with from 30 to 75% by weight of vinyl acetate and from 1 to 50% by weight of one or more copolymerizable vinyl esters selected from the group consisting of vinyl laurate, vinyl pivalate, vinyl 2-ethylhexanoate, and vinyl esters of alpha-branched C₅₋₁₁ carboxylic acids and optionally from 1 to 40% by weight of ethylene; styrene and butadiene with a styrene content of from 10 to 70% by weight; or styrene and acrylates with a styrene content of from 10 to 70% by weight; each of the above optionally in the presence of auxiliary monomers.

17. (Currently Amended) The process of claim 16, wherein said auxiliary monomers are present in an amount of from $[[0-05]]$ 0.05 to 10.0 weight percent based on the total weight of all monomers.

18. (Previously Presented) The process of claim 17, wherein said auxiliary monomers are postcrosslinking monomers, precrosslinking monomers, or mixtures thereof.

19. (Previously Presented) The process of claim 18 wherein said postcrosslinking monomers are selected from the group consisting of acrylamidoglycolic acid, methacrylamidoglycolic acid methyl ester, N-methylolacrylamide, N-methylolmethacrylamide, N-methylol allylcarbamate, alkyl ethers of N-methylolacrylamide, N-methylolmethacrylamide, and mixtures thereof.

20. (Previously Presented) The process of claim 18, wherein said precrosslinking monomers are selected from the group consisting of divinyl adipate, diallyl maleate, allyl methacrylate and triallyl cyanurate, and mixtures thereof.

21. (Previously Presented) The process of claim 15, wherein at least one emulsifier selected from the group consisting of C₈₋₁₈ alkyl sulfates, C₈₋₁₈ alkyl and C₈₋₁₈ alkylaryl ether sulfates, containing from 1 to 50 ethylene oxide units, C₈₋₁₈ alkylsulfonates, C₈₋

₁₈ alkylarylsulfonates, diesters and monoesters of sulfosuccinic acid with monohydric alcohols or alkylphenols having 4 to 15 carbon atoms in the alkyl radical, C₈₋₂₀ alkyl and C₈₋₂₀ alkylaryl phosphates, C₈₋₂₀ alkyl ether and C₈₋₂₀ alkylaryl ether phosphates having from 1 to 50 EO units, C₈₋₂₀ alkyl polyglycol ethers having from 5 to 40 EO units, C₈₋₂₀ alkylaryl polyglycol ethers having from 5 to 40 EO units, is added to the aqueous dispersion after the end of the polymerization.

22. (Previously Presented) The process of claim 21, wherein said at least one emulsifier is selected from the group consisting of nonylphenol ethoxylates and isotridecyl ethoxylates having from 1 to 50 ethylene oxide units, diesters and monoesters of sulfosuccinic acid with monohydric alcohols, ethoxylated alkylphenols having 4 to 15 carbon atoms in the alkyl radical, or ethoxylated alcohols are added to the aqueous dispersion after the end of the polymerization.

23. (Currently Amended) The process of claim ~~[[15]]~~ 16, wherein the amount of emulsifier added in step b) is from 0.6 to 1.5 weight percent.

24. (Previously Presented) The process of claim 15, wherein polymerization is conducted in the presence of partially hydrolyzed polyvinyl alcohols containing from 75 to 95 mol% of vinyl alcohol units and having a Höppler viscosity of from 3 to 60 mPas.

25. (Previously Presented) The process of claim 24, wherein the partially hydrolyzed polyvinyl alcohols containing from 75 to 95 mol% of vinyl alcohol units are used in combination with fully hydrolyzed polyvinyl alcohols having a degree of hydrolysis of greater than 95 mol% to 100 mol%.

26. (Previously Presented) The process claim 15, wherein polymerization is conducted in the presence of anionic, cationic or nonionic emulsifiers.

27. (Previously Presented) The process of claim 15, wherein said aqueous adhesive polymer dispersion is dried to form a water-redispersible adhesive powder.

Claims 28 - 33. (Cancelled).

34. (New) The process of claim 15, wherein the solids content of the aqueous polymer dispersion is from about 55% to 75%, and the amount of emulsifier is from 0.6 to 1.0 weight percent based on the weight of the dispersion.

35. (New) The process of claim 34, wherein the solids content of the dispersion is about 55 weight percent and the amount of emulsifier added is from 0.6 to 1.0 weight percent used on the weight of the dispersion.

36. (New) The process of claim 16, wherein the aqueous dispersion is spray dried to form a solid, redispersible adhesive powder.